Mother's DAY

OVERALL PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
GREETING CARDS	$1.2 BILLION	74%
FLOWERS	$3.2 BILLION	74%
EVENING OUT	$5.6 BILLION	60%
GIFT CARDS	$3.4 BILLION	54%
CLOTHING	$3.3 BILLION	48%
JEWELRY	$7.8 BILLION	44%
SERVICE	$3.0 BILLION	34%

OVERALL MOTHER'S DAY SPENDING

84%

Of people plan to celebrate Mother's Day in the U.S.

47%

Of people plan on finding a gift that's unique or different in the U.S.

$274.02

Average expected spending on Mother's Day in the U.S.

$35.7 BILLION

Planned spending in the U.S. on Mother's Day in 2023, up from $31.7 billion in 2022.

Sources:
National Retail Foundation (NRF) and Prosper & Analytics
Census Bureau data table B13002
Quarterly Census Employment and Wages (QCEW)
https://www.ssa.gov/oact/babynames/state/top5_2021.html

MISSOURI FACTS

10,054

The number of restaurants in Missouri to take your mother to brunch on a special outing.

OLIVER & OLIVIA

The most popular baby names in Missouri according to the Social Security Office in 2021.

72,654

The numbers of mothers, ages 15 to 50, who gave birth in 2021.

15,536

The estimated number of Missouri workers in the child day care services industry in 2021.